

20 MICHIGAN STUDENT 23 BROADCAST AWARDS HIGH SCHOOL & COLLEGE AUDIO CATEGORIES

All audio projects including over-the-air broadcasts, podcasts, Internet radio, etc.

- 1. CURRENT EVENTS STORY** - Current events story that is no more than five (5) minutes in length. Content may include significant current events of local or national interest. Judging Criteria: Human Interest, Presentation of Facts, Subject Portrayal, & Production Value.
- 2. DAILY NEWSCAST/NEWS FEATURE** - A newscast, sportscast or news feature that is no more than ten (10) minutes in length. Judging Criteria: Presentation, Production Value, Interest of Stories Presented, & Overall Impact.
- 3. ON-AIR PERSONALITY OR TEAM** - Best on-air broadcast personality or broadcast team. Maximum length of entry is five (5) minutes. Judging Criteria: Production Value, Effectiveness, & Creativity.
- 4. PROMOTIONAL ANNOUNCEMENT** - A single spot promoting school, station, programs or community event that is no more than three (3) minutes in length. Judging Criteria: Creativity, Effectiveness, & Production Value.
- 5. PUBLIC SERVICE ANNOUNCEMENT** - An announcement of general public interest not more than :60 seconds in length. Must be written, produced and aired on your station. Judging Criteria: Creativity, effectiveness, & Production Value.
- 6. SPORTS ANNOUNCING TEAM** - Broadcast of a sports announcing team at a sporting event that is no more than five (5) minutes in length. Judging Criteria: Presentation & Production Value.
- 7. TALK SHOW** - A talk show program that is no more than thirty (30) minutes in length that can be a topic of choice, including sports programming. Judging Criteria: Presentation, Production Value, & Overall Impact.
- 8. USE OF SOCIAL MEDIA [NEW!]** - Showcase all the ways your program is using social media within a variety of platforms to enhance the listener's experience. Demonstrate how you are connecting with your target audience and local community using social media to promote stories, programming, news casts, sports, and/or events. Entry content such as video/audio clips, screen shots, pictures, and more should be embedded into one presentation file such as PowerPoint, Google Slides, or equivalent, with audio included. Each school program will be limited to 1 entry. Judging Criteria: Creativity, Effectiveness
- 9. High School Only: SPORTS PUBLIC SERVICE ANNOUNCEMENT** - A PSA that is :30 seconds in length promoting sportsmanship and officials recruitment. Judging Criteria: Creativity, Effectiveness, & Production Value.
- 10. High School Only: PUBLIC SERVICE ANNOUNCEMENT, SPONSORED BY OK2SAY** - An announcement encouraging students to utilize OK2SAY, Michigan's Student Safety Program, if they have a concern about their safety or the safety of another. Visit www.ok2say.com for topic suggestions. Judging Criteria: Creativity, Effectiveness, & Production Value.



ENTRY DEADLINE

Thursday, December 15, 2022 | 3:00 p.m. EST

ELIGIBILITY

All Michigan high school, college, & post secondary education students may enter. Projects must have been completed between January 01 & December 15, 2022.

For complete details & to enter visit
StudentBroadcastAwards.com